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Farm Broadcasters Letter⁵

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

Letter No. 2543

Jan. 31, 1992

DAIRY OUTLOOK UNCHANGED FROM LAST YEAR -- Milk production and prices in 1992 will probably be unchanged from 1991, USDA economists say. The 148.5 billion pounds of milk produced in 1991 was also about equal with 1990. Some dairy producers are leaving because of low returns; others are expanding cautiously. Their debt loads are down and interest rates are lower. Commercial milk use may rise by 2 to 3 percent in 1992. Retail dairy prices fell about 1 percent in 1991, the first such decline in nearly 30 years. **Contact: Jim Miller** (202) 219-0770.

INTERNATIONAL POULTRY TRENDS -- Total poultry meat production in the world shows an increase of 4.1 percent from 1991 over 1990, and similar growth is anticipated in 1992, USDA analysts say. During 1992, Mexico is expected to increase poultry meat production about 18 percent; poultry meat production in the former Soviet Union is declining; Thai broiler meat output is projected to increase about 10 percent; Japan's poultry meat production continues to decline; and world egg production is expected to grow about 2.5 percent again. **Contact: Norman R. Kallemeyn** (202) 720-8031.

DISTINGUISHED SCIENTIST -- USDA's Agricultural Research Service will honor **John R. Gorham**, a USDA veterinarian in Pullman, Wash., as it's "Distinguished Scientist of the Year." Gorham advanced the basic understanding of many viral and genetic diseases of animals and humans, says ARS administrator **R. Dean Plowman**. Gorham's innovative research has helped fight important diseases that weaken or kill cattle, sheep, goats, horses, swine and mink. Gorham has been a USDA researcher since 1946 and has been research leader at the ARS Animal Disease Research Unit in Pullman since 1948. He will receive a \$7,000 cash award, a plaque and \$40,000 in additional funds for his research. **Contact: John R. Gorham** (509) 335-6029.

MARKET POTENTIAL FOR FLORIDA LIMES -- Tahiti limes -- a Florida product -- have been found to be free of the Caribbean fruit fly in USDA and University of Florida tests, expanding domestic and export market potential for this juicy, seedless Florida fruit. "Right now this variety of limes can't be exported to Japan because it was reputed to be naturally infested with the Caribbean fruit fly," says **Michael K. Hennessey**, a USDA entomologist in Miami. California and some other states also have banned Tahiti limes because of the fly. **Contact: Michael K. Hennessey** (305) 254-3627.

CATFISH PROCESSING UP -- Farm-raised catfish processed during December totaled 30.2 million pounds, up 18 percent from a year ago. Net pounds of processed fish sold during December totaled 15.3 million pounds, an increase of 24 percent from the same month last year. Sales of whole fish represented 33 percent of the total and fillets accounted for 47 percent. **Contact: Ron Sitzman** (202) 720-3244.

IMPACT STATEMENT AVAILABLE -- USDA's Forest Service has released its final environmental impact statement on five alternative plans for managing the habitat of the northern spotted owl on national forests in Washington, Oregon and California. Copies of the full statement and a summary are available from USDA. **Contact: Jim Sanders** (202) 205-1772.

MORE BROILER EGGS SET -- During the week ending Jan. 11, commercial hatcheries set 142 million eggs -- 5 percent more than the 134 million eggs set a year ago. USDA surveys commercial hatcheries in 15 states -- Alabama, Arizona, Delaware, Florida, Georgia, Maryland, Mississippi, North Carolina, Pennsylvania, South Carolina, Texas, Virginia, California, Tennessee and West Virginia. **Contact: Tom Kruchten** (202) 690-4870.

ORGANIC BOARD NAMED -- Secretary of Agriculture **Edward Madigan** has announced 14 appointments to the initial National Organic Standards Board, a group recently established to help develop standards for production and processing of ag products to be marketed as "organic." The board, which will be made up of four farmer/growers, two handlers/processors, one retailer, one scientist, three consumer/public interest advocates and three environmentalists, is being formed in compliance with the Organic Food Production Act of 1990 and under the 1990 Farm Bill. **Contact: Rebecca Unkenholz** (202) 720-8998.

AFLATOXIN TESTING -- Beginning Feb. 21, USDA's Federal Grain Inspection Service will require all corn exported from the United States be tested for aflatoxin before shipment, unless the purchasing contract stipulates that testing isn't needed. At the same time, USDA will begin providing aflatoxin testing services for all grain, including corn. These actions are needed to implement 1990 Farm Bill requirements, says FSIS administrator **John C. Foltz**. **Contact: Dana Stewart** (202) 720-5091.

LIVESTOCK SLAUGHTER -- Commercial red meat production for the U.S. during December was 3.28 billion pounds, which is 7 percent above last year. Beef production was 1.78 billion pounds, up 6 percent from a year earlier. Veal production was 27 million pounds, unchanged from last year; pork production was 1.44 billion pounds -- up 8 percent; lamb and mutton production was 31 million pounds -- up 4 percent from a year earlier. **Contact: Linda Simpson** (202) 720-3578.

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FROM OUR RADIO SERVICE

AGRICULTURE USA #1808 -- The focus on cleaning up the nation's water supply has switched over the years from clean surface water to groundwater. On this edition of **Agriculture USA**, **Gary Crawford** explores efforts over the past decades, as well as current and future efforts, to clean up the nation's water supply. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1290 -- Finances and divorce; California's white fly problem; the infamous automatic debit scam; canola's future; food irradiation update. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1799 -- USDA News Highlights; wheat storage payments stop; costs and returns survey; livestock and poultry prices; a rural health care swap. (Weekly reel of news features.)

NEWS FEATURE FIVE #1505 -- Lowering feed costs; bacterial boon for blueberries; new pepper is "hot stuff;" "Carbo loading;" virus factories. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tues., Feb. 11, weekly weather and crop update, U.S. crop production, world ag supply and demand; Wed., Feb. 12, world ag/grain situation, world oilseed situation, world cotton situation; Thurs., Feb. 13, ag resources (inputs); Fri., Feb. 14, milk production. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **Lynn Wyvill** takes a look at the Arboretum bonsai collection; **Gary Beaumont** reports on a new recycling effort.

ACTUALITIES -- USDA meteorologist **Norton Strommen** on weather and crops; USDA budget director **Stephen Dewhurst** on USDA 1993 budget plans; USDA economist **Jim Miller** on the dairy outlook; USDA economist **Leland Southard** on livestock and poultry.

UPCOMING FEATURES -- **DeBoria Janifer** reports on new swine health survey; **Pat O'Leary** takes a look at lawn landscaping.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8: Thursdays from 7:30 - 7:45 p.m., EST, Saturdays from 10 - 10:45 a.m., EST, and Mondays from 8 - 8:45 a.m., EST.

OFFMIKE

LOOKING TOWARD SPRING...is what **John Weir** (KBUR, Burlington, Iowa) hears from farmers in his region. He says producers tell him they plan to plant more corn this year. John says he's also heard farmers express long-range concern about farmers of the Ukraine region in the former Soviet Union using modern technology to increase production and the region once again becoming "the breadbasket of the world."

CORN GROWERS...in DeKalb County, Ill., have published a list of gas stations in their county that offer ethanol, says **Robert Brown** (WLBK/WDZK, DeKalb, Ill.).

TIME TO CUT BACK...says **Charlie Rankin** (KURV, Edinburg, Texas). Entering his 38th year of broadcasting, Charlie has reduced his schedule by limiting himself to one early morning daily agricultural weather program. He says it reduces the shock of total withdrawal. All other ag programming is being produced by **Jim Hearn**.

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Radio-TV Division
U.S. Department of Agriculture
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CONGRATULATIONS...to **Rick Haines** (Northern Ag Network, Billings, Mont.) for winning the top radio award in the 31st annual Oscars in Agriculture, administered by the University of Illinois. Rick's Oscar recognized his five-part series "The West Cries Wolf, Does Anyone Listen?" ...to **Curt Lancaster** (VSA, San Angelo, Texas) who won two NAFB Silver Star awards for creative programming. Curt won in the 30-second radio under \$1,500 - Agronomy, and in Services categories. Curt says he used interesting music and punchy delivery in the spots. Next year he plans to work closely with clients for opportunities to increase radio production. ...to **Bob Ziegler** (WIMA/WIMT, Lima, Ohio) for winning a Silver Star award in the 60-second radio under \$1,500 - Other category. The awards were presented at the NAFB conference. ...to former Secretary of Agriculture **John Block** (National-American Wholesale Grocers' Association, Falls Church, Va.), one of ten people who received the 1992 Horatio Alger award at its 44th annual January presentation. The Horatio Alger Association says the award encourages people to realize that the free enterprise system offers opportunity to all.

VIC POWELL
Chief, Radio & TV Division